



Emergent Trends In Retail Development, An Industry Perspective

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Reston Town Center





Reston Town Center

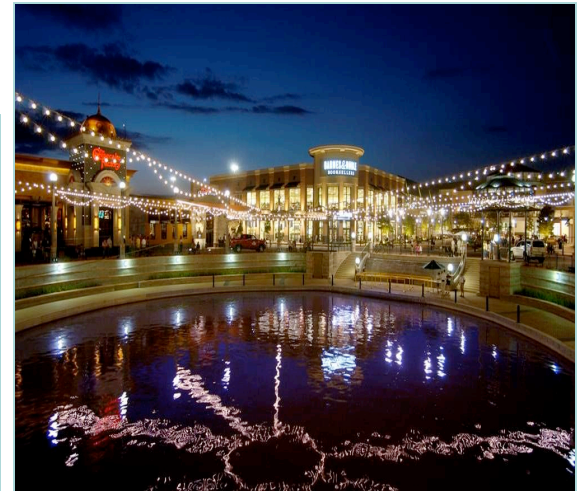




The Woodlands Town Center

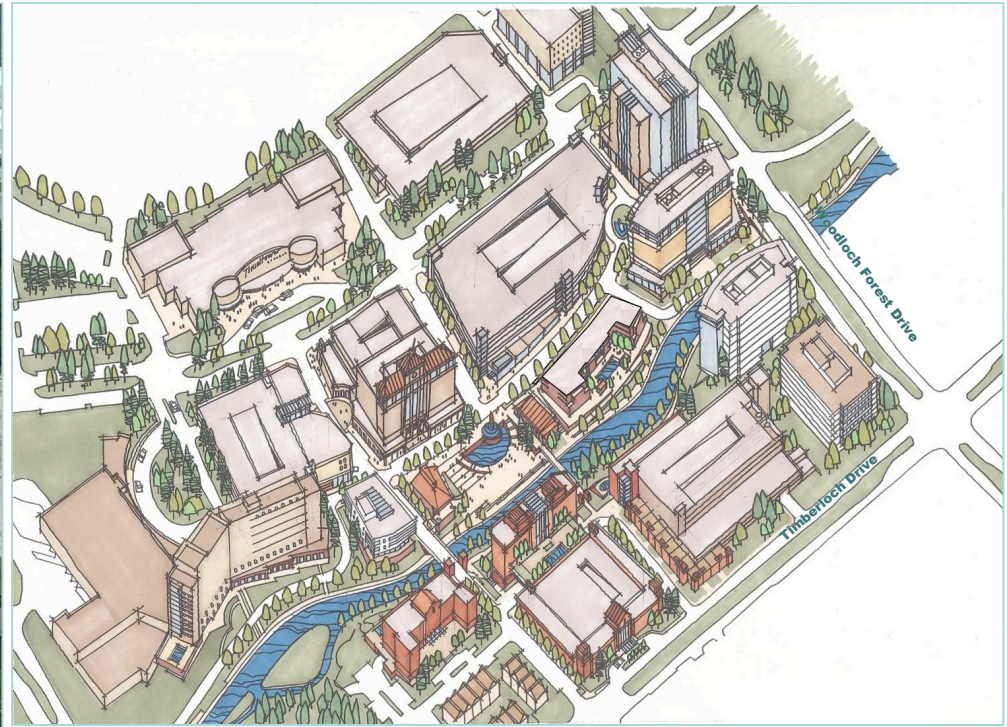


The Woodlands Town Center





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The Woodlands Town Center



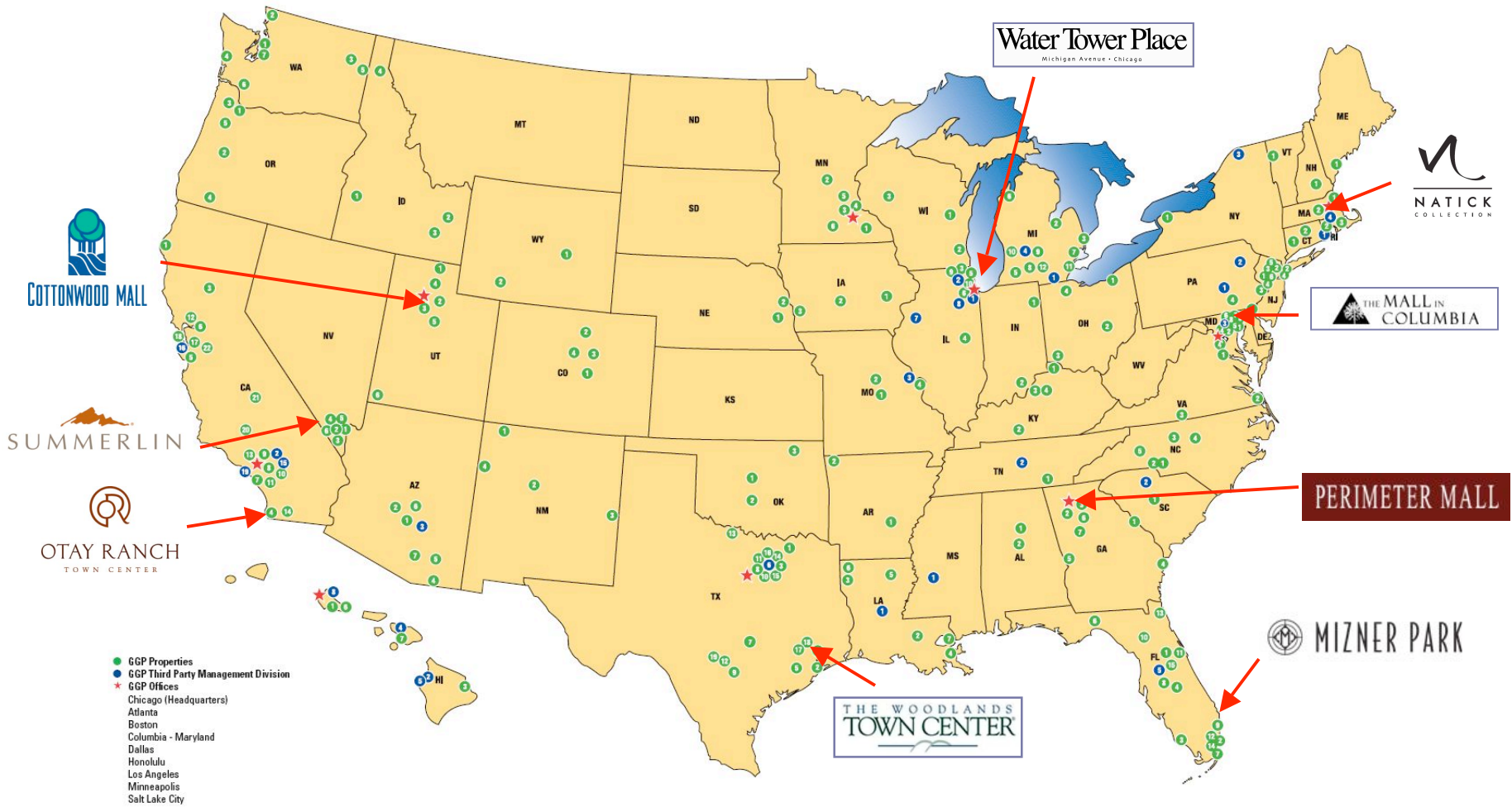


The Woodlands Town Center





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Jim Rouse's Festival Market Places

Faneuil Hall Marketplace/South Street Seaport/Bayside Marketplace/
Baltimore Harborplace





Mizner Park

Boca Raton, FL

Current Population: 173,806
Percent Non-White: 14.4%
Average HH Income: \$89,308





Water Tower Place

Chicago, IL



Current Population: 709,292
Percent Non-White: 44.3%
Average HH Income: \$80,613

PRIZM PSYCHOGRAPHICS:

- Bohemian Mix
- Young Digerati
- Money & Brains

•ANCHORS:

- Macy's
- Drury Lane Theatre
- Ritz Carlton Hotel
- Water Tower Place Residences



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Bridgewater Commons

Somerset County, NJ



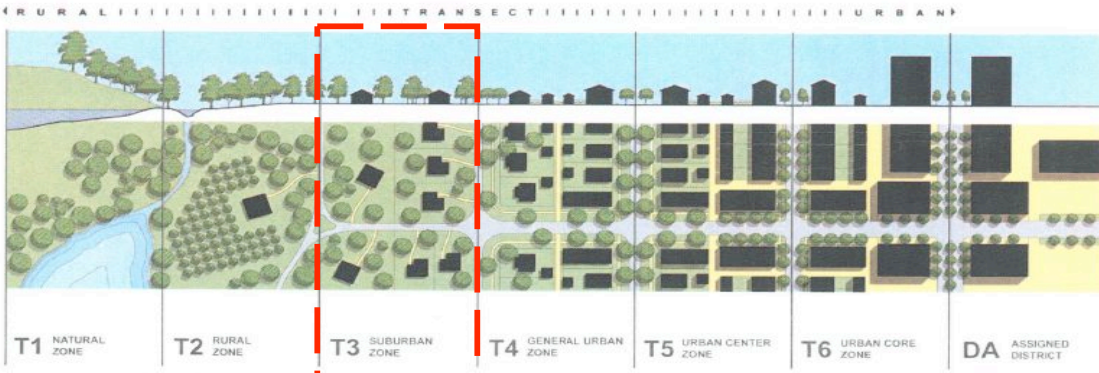
Current Population: 111,215
 Percent Non-White: 19.4%
 Average HH Income: \$103,758

PRIZM PSYCHOGRAPHICS:

- Big Fish Small Pond
- Country Squires
- Second City Elite

• ANCHORS:

- AMC Theatres
- Bloomingdale's
- Lord & Taylor
- Macy's



White Mountain Mall

Rock Springs, WY



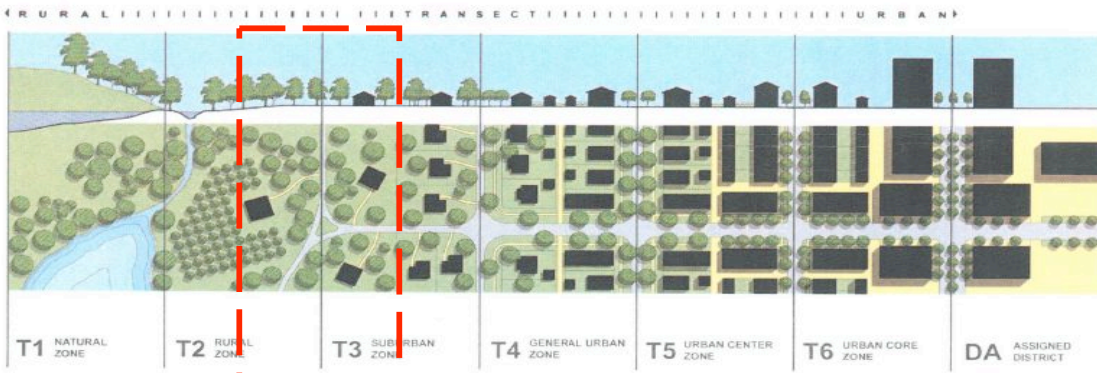
Current Population: 22,690
Percent Non-White: 9.9%
Average HH Income: \$57,971

PRIZM PSYCHOGRAPHICS:

- Mayberry-ville
- Fast Track Families
- New Homesteaders

• ANCHORS:

- Harley Davidson
- Herberger's
- JC Penney
- State of Wyoming



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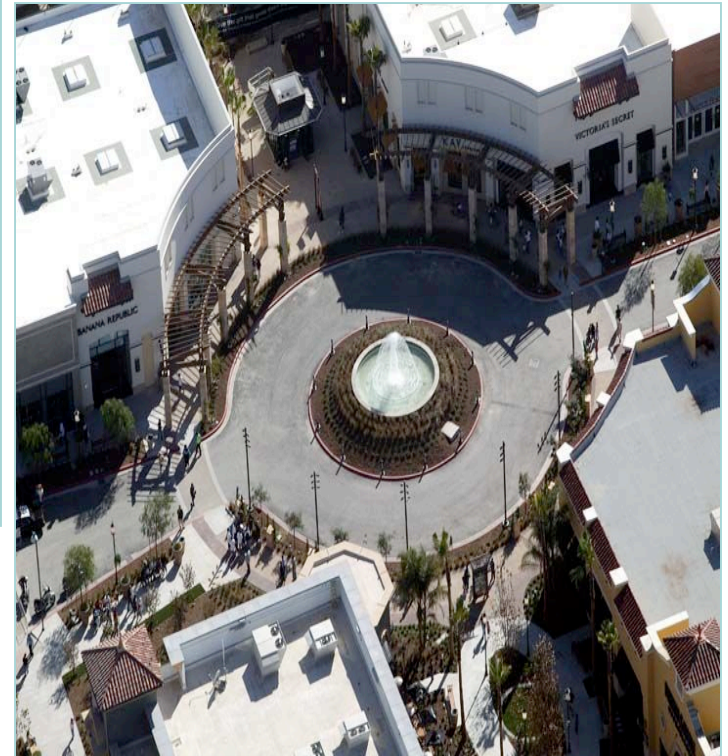


Otay Ranch Town Center

Chula Vista, CA

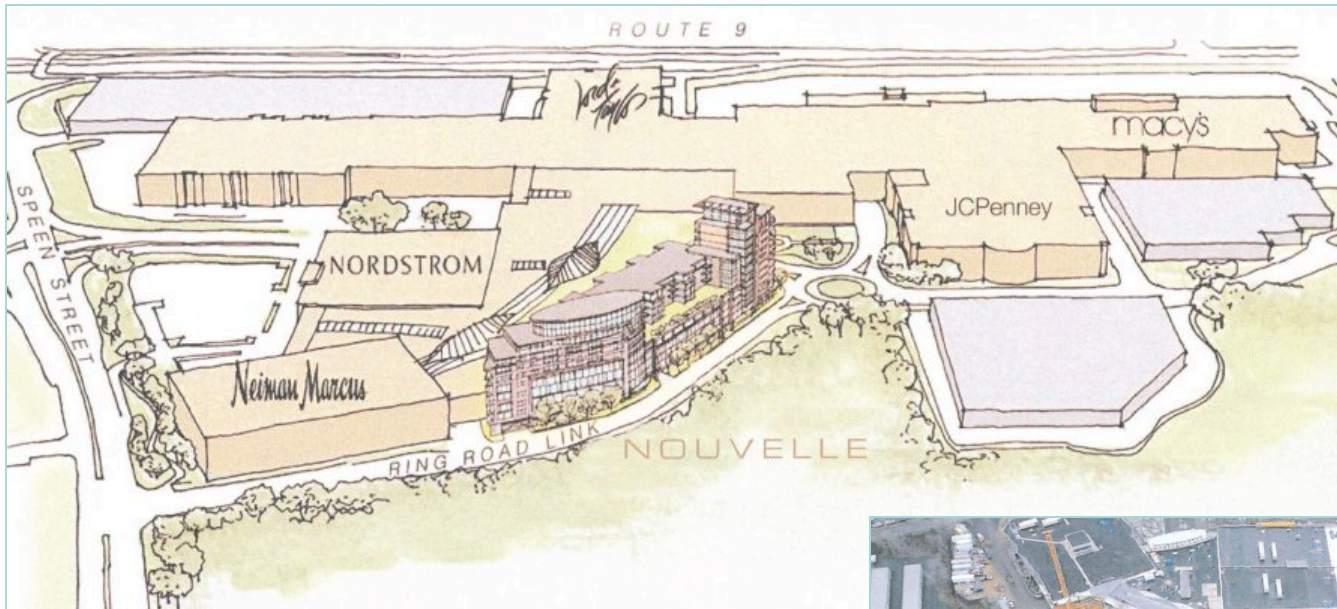


Current Population: 147,173
Percent Non-White: 51.2%
Average HH Income: \$95,118





Nouvelle at Natick





The Mall in Columbia

Columbia, MD

Current Population: 168,574
Percent Non-White: 34.2%
Average HH Income: \$103,956

